MASTER
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Author:
Abraham & Straus, Inc., Brooklyn, NY
Title:
Our correspondence manual
Place:
Brooklyn
Date:
[1930]

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MASTER NEGATIVE #

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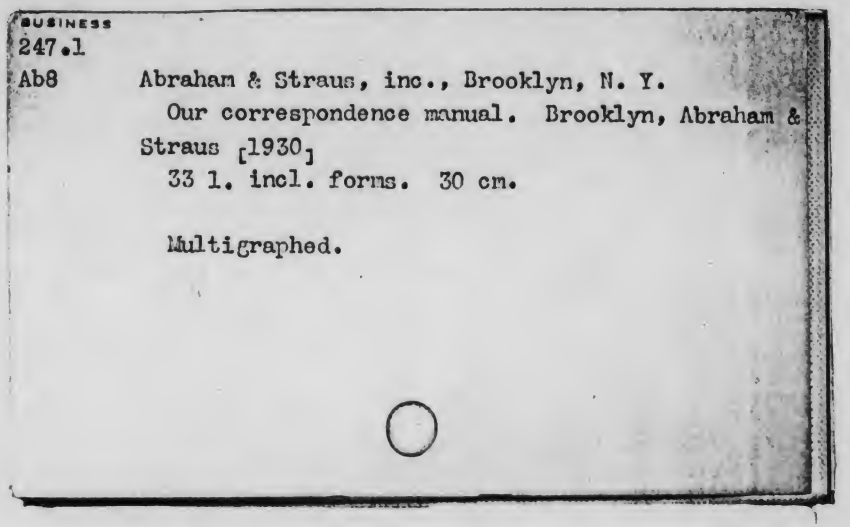
BUSINESS
247.1
Ab8 Abraham & Straus, inc., Brooklyn, N. Y.
Our correspondence manual. Brooklyn, Abraham & Straus [1930]
33 l. incl. forms. 30 cm.

Multigraphed.

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CORRESPONDENCE MANUAL

ABRAHAM & STRAUS, INC.

-1930-

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OUR CORRESPONDENCE MANUAL

ABRAHAM & STRAUS, INC.

Brooklyn, N. Y.

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WHY WE WANT OUR LETTERS PERFECT

Just as advertisements depict to the world-at-large the organization which is behind them, so do our letters tell a vivid story of the type of service we aim to give our customers.

If our letters are messy and sloppy in appearance; if they display lack of thought because of poor construction, meaningless phrases, and indifferent policies, what do they portray ? An organization without pride !

Since we are anxious to have each piece of mail which bears the name of Abraham & Straus, Inc. a mirror of the inner workings of the entire organization, this manual has been prepared for your use. Perhaps you feel you do not need it ! We feel you do, so that all letters will be uniform in appearance, style, politeness, punctuality and purpose.

We want <u>our</u> letters to be the best in the retail field today, and it is only with your help, - each of you who is given this duty to perform, that this perfection can be accomplished.

Following is an extract from General Notice #3901,

dated December 19, 1927:

> "The main responsibility of the Correspondence Section is to see that customers are satisfied, and no correspondence shall be sent out answering merchandise inquiries or complaints from customers except by the Correspondence Section".

To be of real benefit to our customers this ruling must be strictly enforced and so all letters from departments are censored for correct information and policy before being written, as well as after composition and typing.

Exhibit 1

ABRAHAM & STRAUS INC.
BROOKLYN, N.Y.

January 8, 1930

Mrs. M. C. King
Merrick Road
Jamaica, L. I.

Dear Mrs. King:

Thank you for your recent request.

We do not publish a catalogue, but we are always glad to furnish information concerning merchandise in which you may be interested, or to fill mail orders from our **regular** stock.

If you will write to us, giving a description of the merchandise you wish to purchase, mentioning sizes, colors and approximate prices, you may be certain that your order will receive the same care and attention as if you were shopping in person.

Your name has been entered on our mailing list, and the various circulars which we prepare for our customers will be sent regularly, illustrating articles of particular interest and seasonal use.

We await an opportunity to be of service to you.

Very truly yours,

ABRAHAM & STRAUS, INC.

CU:GS

Mail Order Department.

APPEARANCE

Make each letter a beautiful picture. This is how it can be done.

A letter should be placed as nearly as possible in the center of the sheet of paper. The right-hand margin should be the same width as the left-hand margin, and this same margin should appear at both the top and the bottom of the typed text. Gauging the right-hand margin comes with practice and the use of marginal stops on the typewriter.

The two standard sizes of letter paper used by Abraham & Straus are: large size 7-$\frac{1}{4}$" x 10$\frac{3}{4}$"; small size 6" x 9". On the opposite page is shown a letter properly placed on the large-sized paper 7$\frac{1}{4}$" x 10$\frac{3}{4}$". If, however, a few simple rules are followed, the size of the paper to be used is immaterial.

Short letters, of course, should have wider margins than long letters. If the body of letter (not including address, salutation, or complimentary closing) is <u>more than ten lines</u>, do not double space between the lines, only between paragraphs. (See Exhibit 1) Therefore, any letter of <u>less than ten lines</u> should be <u>double spaced</u>. (See Exhibit 2)

From experience we find that the box form (shown in all exhibits) is the easiest standard to acquire. To begin lines of the address, push the carriage back to the left-hand margin. Then to begin paragraphs, push the carriage back to the left-hand margin, thus eliminating the use of the tabulator key.

Adjust a marginal stop for the center of the letterhead. If the margins are equal on all sides of the letter, then the date at the top of the sheet and the complimentary closing lines should begin at the same inch mark on the machine. An imaginary line drawn through the center of the sheet should just touch the first letter of each of these lines. (See Exhibit 3)

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Exhibit 2

ABRAHAM & STRAUS INC.
BROOKLYN, N.Y.

January 17, 1930

Mrs. G. Smith
72 Rughby Road
Philadelphia, Pa.

Dear Mrs. Smith:

May we ask that you return the blouse to us by insured Parcel Post at our expense ? Upon its receipt, your request for an exchange will be given our prompt and careful attention.

Very truly yours,
ABRAHAM & STRAUS, INC.

CU:GS

Bureau of Adjustments.

Exhibit 3

ABRAHAM & STRAUS INC.
BROOKLYN, N.Y.

January 17, 1930

Mrs. R. Levine
749 St. Johns Place
Brooklyn, N. Y.

Dear Mrs. Levine:

For the protection of our customers, in cases where merchandise is to be sent to an address other than that from which it was received, we require the surrender of the storage policy before making delivery.

Will you, therefore, send us your policy, retaining the identification stub until the coat is delivered ?

We await your reply with interest.

Very truly yours,

ABRAHAM & STRAUS, INC.

CU:GS
DL

HEADINGS AND SALUTATIONS

FORMAL:

Messrs. Meyer & Gould
171 Whitehall Street
New York, N. Y.

Gentlemen:

Mrs. John W. Gates
17 Garfield Avenue
Richmond Hill, N. Y.

Dear Mrs. Gates:

* * * * * * *

Messrs. Meyer & Gould
171 Whitehall Street
New York, N. Y.
Attention of Mr. William G. Meyer

Dear Sirs:

or

Gentlemen:

INFORMAL:

Dear Mrs. Moore:

or

My dear Mrs. Moore:

(Body of letter)

Cordially yours,

(name of sender)

Mrs. George Moore
65 Evergreen Place
Montclair, N. J.

When addressing a priest, clergyman or sister, use the following:

Reverend Thomas Duffy
Church of St. Cecilia
Brooklyn, N. Y.

Dear Father Duffy:

Sister Mary Elizabeth
Convent of the Sacred Heart
Brooklyn, N. Y.

Dear Sister:

Reverend Francis Norris
208 Market Street
Elizabeth, N. J.

Dear Mr. Norris:

(If the clergyman is known to be a Doctor of Divinity then the salutation should read "Dear Doctor Norris")

(Stamp)

Messrs. Meyer & Gould

171 Whitehall Street

New York, NEW YORK

Attention of Mr. William H. Meyer

(Stamps)

REGISTERED
RETURN RECEIPT REQUESTED

Mrs. R. Levine

749 St. Johns Place

Brooklyn, NEW YORK

(Stamps)

SPECIAL DELIVERY

Mrs. G. Smith

72 Rugby Road

Philadelphia, PENNSYLVANIA

It is our policy never to address any one in letter form as "Dear Madam". Always use "Dear Mrs. Moore", or "Dear Mr. Moore".

When addressing a firm such as "William Cook & Son", it is permissible to use "Gentlemen" or "Dear Sirs".

(See page of sample headings).

COMPLIMENTARY CLOSING

Our standard form of closing for all correspondence is "Yours very truly". Of course, informal letters carry complimentary closings which are generally characteristic of the person dictating the letter, and in accord with the purpose of the letter.

ENVELOPES

Envelopes should carry a duplicate of your letter heading, with the exception that the state is capitalized. This is a courtesy extended to the Post Office Department. (See examples on preceding page). Also note position of special instructions to Post Office Department: "Special Delivery", "Registered Return Receipt Requested".

ERASURES

Only one erasure should ever be necessary in a letter which is well typed. Erasing shields, which have graduated

sizes of spaces, are furnished by some of the typewriter companies. These shields are of great assistance in maintaining a neat appearance when an erasure must be made. Erase cleanly; eradicate completely the letter or figure wrongly struck, then strike the correct key.

Never strike over. If you cannot erase, then rewrite your letter.

COMPOSITION

Our letters must be written in a clear, simple manner. Forget the old-fashioned phrases known today as "trite", and "time-worn". (See pages) Our message then will not be ambiguous.

VISUALIZE

The best test as to whether the recipient of a letter will draw the correct conclusion from its text, is to imagine ourselves in the customer's place.

Have we answered all the questions asked ?

Have we answered them directly ?

Will the customer interpret our message correctly ?

Have we forgotten some indispensable information, for which the customer must write again ?

If the answer is "Yes" to the first three questions, and "No" to the last question, we are sure the letter will pass our censor.

EXAMPLES OF WRONG AND RIGHT LETTERS

WRONG LETTER - TOO WORDY

Thank you for your inquiry.

The material about which you inquired is known as "Moon-glo" and sells for $2.95 a yard having a very lovely pattern and one which we believe will be suitable for you to use. Would you like us to send you some of this Moon-glo ?

If you will be good enough to send us your order, we shall give it our immediate attention.

RIGHT LETTER - APPROVED FORM

Thank you for your inquiry.

The material shown in your sample is "Moon-glo" satin and is priced at $2.95 a yard. We can furnish many attractive all-over designs in various color-combinations, samples of which are enclosed.

May we send you some of this satin ?

ANALYZE

First - Always try to make the opening paragraph pleasant in tone. Make it sufficiently compelling to interest the customer. Put the customer in a happy frame of mind to read further.

Second - Then tell the story in simple direct sentences. Don't use dangling phrases, hitched on one after the other.

Third - Let us leave the customer with the feeling we are doing our best to give the highest possible service. It should carry a certain amount of salesmanship. Sell Abraham & Straus again. Make our customers want to buy again.

FAULTS IN THE WORDY LETTER

You will notice that the wordy form makes no mention of the customer's sample.

"Having a very lovely pattern" - "pattern" is not the correct word to use here. Substitute "design". Note that the prepositional phrases are numerous and clumsy.

Must a customer be "good" to send us her order ? Why not offer to send the material to her ? Hence the straightforward question in the last paragraph of the approved form. Place the customer on the defensive, and make her feel she must answer our letter.

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WORDY, CURT and APPROVED Paragraphs.

WORDY

"In reply to your letter of April 8th, we are sorry to say you failed to enclose the samples which you stated you sent to us, and as it will not be possible for us to fill your order until this sample is received, will you please send it to us as soon as possible, in order that we may give it our immediate and careful attention".

69 words

CURT

"In your letter of April 8th, you neglected to send us the samples. Please do so at once as we cannot fill your order until it reaches us".

28 words

APPROVED

"Thank you for your recent order. May we ask that you send us, as soon as possible, the sample which we did not find enclosed with your letter ? On its receipt we shall give your order our careful and prompt attention.

40 words

ANALYSIS:

In the first paragraph 69 words are used, many unnecessarily. It is not tactful to tell the customer she failed to send an enclosure, nor to command her.

The second paragraph, although cut down as to number of words, shows how easy it is to swing to the other extreme. This is entirely too curt and impolite.

Read the last paragraph. We thank the customer for her order. Then we ask --- "... as soon as possible, the sample which we did not find enclosed". We are not telling the customer it is her fault, - even though it may be. This paragraph is short and to the point, but pleasant and courteous.

DO NOT USE TRITE PHRASES

(Samples of stereotyped phrases to be avoided
with suggested substitutions)

We attach hereto	"Attach" means "hereto"
Call this matter to your attention	"We want to know"
Avail yourself of this opportunity	"This is an excellent opportunity"
Beg to acknowledge)	
Beg to advise)	Never beg - use "We acknowledge"; "We want to tell you"
Beg to state)	
Complying with	"We comply with your request
Confirming our conversation	"We confirm our conversation"
Your check to cover	"Your check representing the amount"
Even date	"On December 23"
Above date	Use the exact date
Under date of	"On December 23"
Early - At an early date	"As soon as possible"
Enclosed herewith	"Enclosed" means "herewith"
Esteemed favor	"Your letter"; "Your order"
Hand you	"We send you"
Along these lines	"Similar to"
Kind attention	Stilted - say "Your attention"
Handle this matter	"Give this matter"
Please forward	"Please send"
We take the liberty	Never use
Inst., prox., ult.,	" "
Permit us to advise)	"May we say"
Please be advised)	"We want you to know"
We are in a position	"We are ready"
Acknowledge receipt of	"We have received"
At a loss to understand	"We do not understand"; "We cannot understand"
Per your request	"As requested"
Meet with your approval	"Is satisfactory"
Please note that	"You will see"
Your remarks	"What you say"
In reply we wish to state	Never wish, - say "We want to tell you"
The said letter)	Be specific Mention the exact date of letter or article
Send the same)	
We are wondering	"May we ask"
Yours of	"Your letter" "Your wire"
We beg to remain,)	Obsolete phrases
We are,)	End the body of your letter with a period
We remain,)	
Answering your letter)	
Thanking you in advance)	Participial phrases which are trite and over-worked
Trusting that)	
Replying to)	
We will thank you)	
We would say)	"We thank you";
We would ask)	"We ask"
We will ask)	
We will state)	
Therein Thereto)	Superfluous
Herein Therein)	

RIGHT AND WRONG WORDS

Some words give a positive impression to our customers, while others impart a negative attitude. Try to use the "positive" words at all times. The following lists will illustrate:

Positive	Negative
active	abandoned
advantage	apology
appreciate	arrears
appropriate	biased
approval	careless
benefit	cheap
comprehensive	claim
courtesy	coarse
control	complaint
co-operation	decline
definite	default
desirable	discredit
efficient	exaggerate
equality	fail
genuine	failure
guarantee	fraud
honest	ignorant
improvement	imitation
majority	implicate
merit	impossible
perfection	loss
pleasant	meager
please	misrepresentation
practical	neglect
prestige	negligence
progress	omission
prominent	ordinary
recommend	oversight
simplicity	questionable
sincerity	rude
thank you	second-hand
thorough	standstill
true	superficial
truth	unfortunate
valuable	unsuccessful
vital	untimely
vivid	void
work	worry

PUNCTUATION

Is the simple act of separating sections of composition so that the meaning is clear. For ordinary letter writing the following marks are most frequently used:

period	.	Our merchandise is attractive.
question mark	?	Where is the buyer ?
exclamation	!	What a lovely design !
comma	,	I shall buy the silk, and Alice will buy the trimming.
semi-colon	;	They rode rapidly along; nevertheless they kept their eyes alert for strangers.
colon	:	Our letter said: "The types of collars are numerous."
apostrophe	'	Mrs. Moore's hat. I've, don't
quotation marks	" "	May we send a copy of "Engraving: Old and New"
hyphen	-	First-class; twenty-four; two-inch; three-fourths
dash	--	Is to show sudden change of thought.
parenthesis	()	When A & S was established (1865)
dots	...	To show omission of part of a quotation.

GRAMMAR

Frequent mistakes are made in the use of certain verbs which we class as "tricky". Be sure to use the correct verb,- examples are given below.

Lie, intransitive verb, (lay or lain; lying)

Example: (1) The rug lies flat on the floor.

Example: (2) The gloves lay on the floor.

Lay, transitive verb, (laid, laying)

Example: (3) Our workman will lay the carpet.

Shall: Will

Expectation	Determination
I or we shall	I or we will
You will	You shall
He or they will	He or they shall

"Shall" with first person (I or we) expresses expectation or simple futurity.
"Will" with the first person (I or we) expresses determination

I shall expect to hear from you soon.
We shall probably receive an answer to-morrow.

I will insist on its being written correctly.
We will carry out your specific instructions.

"Shall" with the second or third person expresses determination or promise.
"Will" with the second or third person expresses expectation or simple future.

You shall do as I say.
They shall abide by the regulations or resign.

You will probably have charge of the team.
They will choose from among themselves.

Who: Whom

"Who" is always used as the subject of a verb, while "whom" is always used as the object of a verb or preposition.

Who is that person ?
Mr. Gates, who is president of the commission, will speak.

The young lady, whom you selected, is the winner.
Miss Grant, of whom you spoke, is not a satisfactory candidate.

May: Can

May implies permission and possibility.
Can implies ability to do.

May we have the pleasure of hearing from you ?
We may send the book to-morrow.
Can you walk to the door ?
We can finish the job to-night.

A Solit Infinitive

Is an infinitive with a word or words placed between the preposition "to" and the verb. It is a very common fault. Try to overcome it.

Incorrect: I shall be glad to personally select the gift.
Correct: I shall be glad to select the gift personally.

Incorrect: We will try to quickly solve the problem.
Correct: We will try to solve the problem quickly.

CONNECTIVES: Overworked connectives are "and", "but", "therefore" and "however". The connective used should indicate any of the following meanings:

ADDITION:	and then; another; along with; again; besides; moreover;
REPETITION:	indeed; in other words; that is to say;
SEQUENCE:	first; second; thirdly; subsequently; finally;
EXEMPLIFYING:	namely; thus; that is;
COMPARISON:	and also; just as; likewise;
SIMILARITY) or CONTRAST:	in spite of; nevertheless; on the contrary; whether or not;
DISSIMILARITY) or OPPOSITION:	in order that; on account of; for this purpose;
PURPOSE, CAUSE:	on this account; for this reason;
CORROBORATE:	assuredly; certainly; of course; undoubtedly; obviously; indeed
EMPHASIZE:	especially; by all means; still more; abeve all; really;
TIME:	eventually; meanwhile; subsequently;
CONDITIONAL:	on condition; perhaps; provided that; unless; assuming that;

CORRELATIVES:

A pair of conjunctions used with a noun and its modifier.

Incorrect: We shall either send the same pattern or a substitute.

Correct: We shall send either the same pattern or a substitute.

The following pairs are invariably used in the same sentence:

Although	-	still	Neither	-	nor
Although	-	yet	No	-	nor
As	-	so	Not	-	nor
Both	-	and	Such	-	as
Either	-	or	Not only	-	but also
If	-	then	Whether	-	or

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Either	-	or	Not only	-	but also
If	-	then	Whether	-	or

ALL MESSAGES TAKEN BY THIS COMPANY ARE SUBJECT TO THE FOLLOWING TERMS:

To guard against mistakes or delays, the sender of a message should order it repeated, that is, telegraphed back to the originating office for comparison. For this, one-half the unrepeated message rate is charged in addition. Unless otherwise indicated on its face, this is an unrepeated message and paid for as such, in consideration whereof it is agreed between the sender of the message and this company as follows:

1. The company shall not be liable for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the unrepeated-message rate beyond the sum of five hundred dollars; nor for mistakes or delays in the transmission or delivery, or for non-delivery, of any message received for transmission at the repeated-message rate beyond the sum of five thousand dollars, *unless specially valued;* nor in any case for delays arising from unavoidable interruption in the working of its lines; nor for errors in cipher or obscure messages.

2. In any event the company shall not be liable for damages for mistakes or delays in the transmission or delivery, or for the non-delivery, of any message, whether caused by the negligence of its servants or otherwise, beyond the sum of five thousand dollars, at which amount each message is deemed to be valued, unless a greater value is stated in writing by the sender thereof at the time the message is tendered for transmission, and unless the repeated-message rate is paid or agreed to be paid, and an additional charge equal to one-tenth of one percent of the amount by which such valuation shall exceed five thousand dollars.

3. The company is hereby made the agent of the sender, without liability, to forward this message over the lines of any other company when necessary to reach its destination.

4. Domestic messages and incoming cable messages will be delivered free within one-half mile of the company's office in towns of 5,000 population or less, and within one mile of such office in other cities or towns. Beyond these limits the company does not undertake to make delivery, but will, without liability, at the sender's request, as his agent and at his expense, endeavor to contract for him for such delivery at a reasonable price.

5. No responsibility attaches to this company concerning messages until the same are accepted at one of its transmitting offices; and if a message is sent to such office by one of the company's messengers, he acts for that purpose as the agent of the sender.

6. The company will not be liable for damages or statutory penalties in any case where the claim is not presented in writing within sixty days after the message is filed with the company for transmission.

7. It is agreed that in any action by the company to recover the tolls for any message or messages the prompt and correct transmission and delivery thereof shall be presumed, subject to rebuttal by competent evidence.

8. Special terms governing the transmission of messages according to their classes, as enumerated below, shall apply to messages in each of such respective classes in addition to all the foregoing terms.

9. No employee of the company is authorized to vary the foregoing.

THE WESTERN UNION TELEGRAPH COMPANY
INCORPORATED
NEWCOMB CARLTON, PRESIDENT

CLASSES OF SERVICE

TELEGRAMS

A full-rate expedited service.

NIGHT MESSAGES

Accepted up to 2:00 A.M. at reduced rates to be sent during the night and delivered not earlier than the morning of the ensuing business day.

Night Messages may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such night messages at destination, postage prepaid.

DAY LETTERS

A deferred day service at rates lower than the standard telegram rates as follows: One and one-half times the standard night letter rate for the transmission of 50 words or less and one-fifth of the initial rates for each additional 10 words or less.

SPECIAL TERMS APPLYING TO DAY LETTERS:

In further consideration of the reduced rate for this special Day Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

A. Day Letters may be forwarded by the Telegraph Company as a deferred service and the transmission and delivery of such Day Letters is, in all respects, subordinate to the priority of transmission and delivery of regular telegrams.

B. This Day Letter is received subject to the express understanding and agreement that the Company does not undertake that a Day Letter shall be delivered on the day of its date absolutely, and at all events; but that the Company's obligation in this respect is subject to the condition that there shall remain sufficient time for the transmission and delivery of such Day Letter on the day of its date during regular office hours, subject to the priority of the transmission of regular telegrams under the conditions named above.

No employee of the Company is authorized to vary the foregoing.

NIGHT LETTERS

Accepted up to 2:00 A.M. for delivery on the morning of the ensuing business day, at rates still lower than standard night message rates, as follows: The standard telegram rate for 10 words shall be charged for the transmission of 50 words or less, and one-fifth of such standard telegram rate for 10 words shall be charged for each additional 10 words or less.

SPECIAL TERMS APPLYING TO NIGHT LETTERS:

In further consideration of the reduced rates for this special Night Letter service, the following special terms in addition to those enumerated above are hereby agreed to:

Night Letters may at the option of the Telegraph Company be mailed at destination to the addressees, and the Company shall be deemed to have discharged its obligation in such cases with respect to delivery by mailing such Night Letters at destination, postage prepaid.

No employee of the Company is authorized to vary the foregoing.

FULL RATE CABLES

An expedited service throughout. Code language permitted.

DEFERRED HALF-RATE CABLES

Half-rate messages are subject to being deferred in favor of full rate messages for not exceeding 24 hours. Must be in language of country of origin or of destination, or in French. This class of service is in effect with most European countries and with various other countries throughout the world. Full particulars supplied on application at any Western Union Office.

CABLE LETTERS

For plain-language communications. The language of the country of destination may be employed, if the Cable Letter service is in operation to that country. Subject to delivery at the convenience of the Company within 24 hours if telegraphic delivery is selected. Delivery by mail beyond London will be made if a full mailing address is given and the words "Post London" are written after the destination. Rate is approximately one-third of the full rate; minimum 20 words.

WEEK-END LETTERS

Similar to Cable Letters except that they are accepted up to midnight Saturday for delivery Monday morning, if telegraphic delivery is selected. Rate is approximately one-quarter of the full rate; minimum 20 words.

1207-A

CLASS OF SERVICE DESIRED			
DOMESTIC		CABLE	
TELEGRAM		FULL RATE	
DAY LETTER		DEFERRED	
NIGHT MESSAGE		CABLE LETTER	
NIGHT LETTER		WEEK END LETTER	

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

NO.	CASH OR CHG.
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

JANUARY 9 19 30

To H P CORTIS

Street and No. 1565 WEST FOURTH STREET

Place BALTIMORE MARYLAND

WHEN WILL YOU SHIP OUR ORDER NINE NAUGHT SIX SEVENTY

PLEASE REPLY AT ONCE

ABRAHAM & STRAUS INC

CU GS

DEPT 670

Sender's address for reference

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

Sender's telephone number

GENERAL INFORMATION

CARBON COPIES

Always make a carbon copy, - no matter what is being typed. If this rule is followed it will save many an hour's copy work.

TELEGRAMS (See exhibit on preceding page)

Always capitalize your entire telegram. Spell out all figures and punctuation.

Be sure to make two carbon copies for the following reasons:

1. One carbon for the telegraph files.
2. One carbon for the Correspondence Department files. This carbon is attached to original request from department.

NUMBERS

When mentioning money in our letters, anything under a dollar should be spelled out. For example:

"The tape is priced at twelve cents a yard".

"The stair carpet will cost $12.98".

TABULATIONS (See tabulated report on page 20)

REFERENCE BOOKS

The use of the dictionary will be essential at all times. Have a copy readily accessible. A Thesaurus is a very necessary reference book for synonyms.

SCHOOL OF BUSINESS LIBRARY

TABULATIONS:

Weekly Report

	1928		1927		
	Number	Value	Number	Value	
	3150	$6,637.70	2103	$5,554.95	Inc. 19%
	3507	9,579.10	2782	7,591.19	Inc. 26%
Total	6657	$16,216.80	4885	$13,146.14	Inc. 23%

CUMULATIVE

	1928		1927		
	Number	Value	Number	Value	
	11725	$29,769.46	10520	$25,473.67	Inc. 17%
	15332	43,575.95	13978	33,008.98	Inc. 32%
Total	27057	$73,345.41	24498	$58,482.65	Inc. 25%

This is an example of a tabulated report. Figures should always be set up evenly. Each digit should be placed one under the other in uniform columns.

SCHOOL OF
BUSINESS
LIBRARY

CODES

Gr/CK	Green Check
B/C	Bank Check
P/L	Previous Letter
P/O	Promise Order
D/W	Don't Want
Cr. A/C	Credit account
W/A	Wrong Address
H/R	Hold Room
P.P.O.G.	Parcel Post Outgoing Record
Exp.O.G.	Express " "
C.P.A.	Convenient Payment Account
N/Acct.	No account
D.I.	Driver's Inquiry
P.P.T.	Parcel Post Tracer

D247.1 Ab8
Abraham & Straus.
Correspondance manual...

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